

IN PROGRESS

A Quarterly Review of Economic Development Activity in Placer County

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County of Placer

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ADA Compliance a Click Away

A recent Auburn Journal article reported that a Carmichael-based attorney with a penchant for suing local businesses for ADA non-compliance has left a string of business owners angry, confused, or wondering how they can afford to pay for the changes that seem necessary to bring them into compliance.

Responding to the article in a letter to the Journal editor, Michelle Davis, an Auburn architect and certified access specialist, had the following advice for business owners.



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CCD Expo

International experts head up panels and keynote speakers at the upcoming Content Creation and Distribution Expo coming to Loomis September 16 & 17. Michael Frediani, president of The Society of Cinematographers, will speak on camera movement through light. Rolfe Auerbach, Co-Founder and CEO of Brand In Entertainment, and a pioneer of product integration in films, addresses digital applications. Others include Evan Bailyn, author of "Outsmarting Google" and Search Engine Optimization (SEO) guru on maximizing a strong web presence with emerging technology. Keynote Speaker Larry Jacobson is one of Amazon's best selling self-published authors, "The Boy Behind the Gate"; and Robert Altman, Jr., an indie filmmaker and son of the iconic Hollywood director, are some of those confirmed.

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Economic Development Board Spotlight: Steve Nichols

After graduating from UC Davis 34 years ago with a double engineering degree, Nichols joined PG&E. In 1977, he was on the original team that developed PG&E's Energy Conservation Services, providing energy audits to PG&E's customers to help them manage their utility bills. The plan was unique in that Nichols and the team proposed to help customers use less of his company's product. This small idea paved the way for the industry-leading program that currently represents \$1.3 billion in energy efficiency incentives for the 2010-2012 funding period. Nichols noted that "back in the late 70's, we were given the freedom to think outside the box to see what we could come up with to better serve our customers. However, I doubt anyone thought our ideas would be that far outside the box!"

All these years later, Nichols is still known for innovative thinking and making things happen. For the past four years, he has held the position of Northern California Director of Energy Solutions and Service. As such, he oversees a team of 125 account executives who cover territory from San Mateo in the south, to Eureka in the north, and to Donner Summit in the east. Still involved in energy efficiency, PG&E has expanded its catalogue to offer a full slate of services and programs to commercial, industrial, and agricultural customers. Under Nichol's guidance, the Energy Services and Solutions team has become the one-stop shop for anything PG&E-related and is the trusted energy advisor for every business customer in Northern California.

Though he drives an average of 2,000 miles a month supporting his PG&E team and attends countless corporate meetings, Nichols manages to be very involved in the local community. Living up to one of his favorite quotes – "be the change you want to see" – has kept him busy making positive changes in our community. Nichols has served on the Placer County Economic Development Board for 15 years, serving as board president in 2010. Nichols also sits on the boards of the Sacramento Area Trade and Commerce Organization (SACTO) and the Sacramento Metropolitan Chamber of Commerce (the Metro Chamber). He is a past president of the Association of Retarded Citizens-Placer County and has been involved in local United Way organizations.

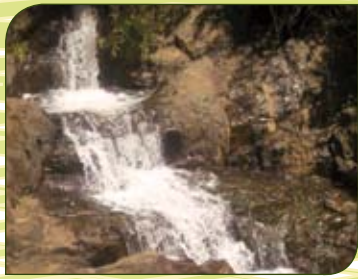
Steve and his wife Karen have been married for 32 years and have raised three wonderful children together. Steve credits Karen for being the rock at home that has allowed him to be so involved in the community and successful at PG&E. "She is an amazing woman who continues to surprise me every day with her courage, commitment, and passion for our family," he said.



One of Nichol's passions is motorcycles. Every year, he joins fellow enthusiasts on a 2,000- or 3,000-mile motorcycle ride to explore a new part of North America. Over the years, destinations have included the southwest, Canada, and everywhere in between. "Nothing beats the feeling of traveling down the road on a motorcycle with a group of friends, not knowing what lies around the next corner," Nichols said. "These rides really ground me and allow me to put life into perspective."

Nichols recognizes the value of economic development, and his dedication to the effort, along with his extensive knowledge of the utility industry, has led to his involvement in attracting several large companies to the region. On trips to Germany with SACTO some years ago Nichols was able to promote Northern California as the place in the U. S. to locate solar energy companies. Since then, and in a small way related to those efforts, several worldwide companies have decided to move to California and the Sacramento region to place major operations.

"Economic development and my time on the Placer County Economic Development board have been very gratifying," Steve said. "Helping to promote and attract new businesses to the area, and just as important, making it easier for existing companies to do business here, has been very rewarding. The makeup of the board, the character of the organization, and the drive to succeed have all changed for the better over the years. I'm proud to have been a part of the evolution".



ADA Compliance a Click Away *continued from page 1*

“The businesses noted in the Sunday Journal do not have to close down – they simply need to make ‘reasonable modifications.’ In case of a store with aisles that are too narrow, there is an exception to the codes that allow for narrower aisles in some instances. But those that cannot be made fully compliant really should get a CASp survey, preferably before (attorney Scott) Johnson or someone else sends them a warning letter. Then they have third-party-verified proof that their business cannot be made fully compliant reasonably and they are doing the best they can. It really is that simple.

“Nothing in the ADA was supposed to close down a business. The federal government even has tax credits and deductions to help pay for surveys and access improvements. And a survey is generally much cheaper than attorney’s fees and paying off a lawsuit. For more ADA-compliance information, visit California Certified Accessibility Specialists at www.calcasp.com or call 1-800-582-6178.

CCD Expo *continued from page 1*

Live concerts are planned for Thursday and Friday evenings: Parrotheads, a Jimmy Buffet tribute band, kicks off Friday evening; and Pablo Cruise headlines Saturday night, with Sony promoting the world wide launch of Pablo Cruise’s newest release. The CCD Expo is sponsored in part by Placer County, Cision Media, Pinnacle College, Sacramento News and Review, Art Institute of California, Sacramento. Be sure to sign up for the CCD Newsletter to stay on top of all the latest developments!!! Tickets are available at www.ccdexpo.ticketleap.com for the STaRT (State of the Art) Panels. The Expo is also being streamed live for those who can’t attend in person. For information about exhibit, sponsorship, and volunteer opportunities please check out: www.ccdexpo.com.

CalPERS Pension Payments Provide Significant Economic Contributions



Recipients of California Public Employees’ Retirement System payments make significant economic contributions to the California economy according to a new study by Dr. Robert Fountain of Regional Economics Consultants. Pensions paid to California retirees in 2010 generated \$26 billion in economic activity, supporting more than 93,600 jobs across the state. Dr. Fountain, professor emeritus at California State University, Sacramento, and founder of the CSUS Applied Research Institute and the Sacramento Regional Research Institute, determined that the evidence from this study is clear: CalPERS retirement checks are a powerful engine helping to drive California’s economy. The research shows that every dollar in retirement funds sent out sparks new business activity and generates jobs for our state’s workers and tax receipts for our state’s cities and counties. Key findings of the study include: CalPERS sent \$11.566 billion in retirement checks to 431,373 California residents in 2010; and those payments spurred an additional \$14.615 billion in induced revenue, generating a total of \$26.18 billion in economic activity. The economic activity supported 93,651 jobs with a total compensation of \$4.975 billion. State retirees generated \$1 billion in state and local taxes, including almost \$620 million in property and sales taxes.

In Placer County, there are a total of 10,964 recipients receiving retirement benefits of \$332,624,945 per year. This equates to an annual average of \$30,338. The total local economic activity stimulated by these beneficiaries equals \$600,116,910 when you add in the induced business revenues. This increase in gross regional product is responsible for employment of 2,005 – income of \$92,088,914, an increase in sales taxes of \$6,105,811 and property taxes of \$6,888,165. For more information on CalPERS 2010 pension impacts, go to www.calpers.ca.gov

Calendar of Events

This calendar is a small sampling of the many events taking place throughout Placer County. Check with our office or a local newspaper for additional listings. We make every effort to insure that information is correct, but last-minute changes can occur. PLEASE CALL AHEAD TO VERIFY TIMES, DATES, AND LOCATIONS.

Foothills Farmers Markets

At 16 locations around the county. For addresses and times, call (530) 823-6183 or visit www.foothillfarmersmarket.com.

September

- **Through Sept. 5: Concerts at Commons Beach.** Sunday evening concerts feature both local acts and regional touring artists. Tahoe City, starting at 4:30 p.m. For details, call (530) 583-3348 or visit www.visittahoe.com.
- **September 9 - 11: 26th Annual Lake Tahoe Autumn Food & Wine Festival.** Celebrity chefs, wine educators, food, grape stomp, wine walks, seminars, cooking demos, Grand Tasting, live music, kids' activities. At the Village at Northstar. For details, call (530) 562-1010 or visit www.tahoefoodandwine.com.
- **September 10: Symphony in the Park,** presented free by Auburn Symphony at Auburn School Park Preserve, 6 - 8 p.m. For details, call (530) 823-6683 or visit www.auburnsymphony.com.
- **September 11 & 12: North Tahoe Plein Air.** Thirty-eight artists painting on location at the Village at Northstar. A public exhibition and sale then moves to North Tahoe Arts in Tahoe City. For details, call (530) 581-2787 or visit www.northtahoearts.com.
- **September 17: Annual Rocklin's Hot Chili & Cool Cars.** Classic car show, chili cook off, kids' fun area, crafts, business showcase, live entertainment. On Pacific Street. For details, call Rocklin Chamber of Commerce at (916) 624-2548 or visit www.rocklinchamber.com.
- **September 17 & 18: Calling Back the Salmon Celebration.** Ceremonies, science booths, children's arts and crafts, live music. Lincoln Park, Lincoln. For details, visit www.callingbackthesalmoncelebration.org.
- **September 18: Placer County Honey Festival.** All things honey: honey pancake breakfast, cornbread baking contest, honeybear races. 10 a.m. - 4 p.m., Ron Reist Park, Granite Bay. For details, call (916) 768-9781.
- **September 24 & 25: 48th Annual Food Bazaar:** Teriyaki Chicken, Taiko Drums, Bonsai Show, and Ikebana. Sat. 11-5 p.m.; Sun. 11-4 p.m. For details visit placerbuddhistchurch.org.

October

- **October 1: Loomis Eggplant Festival.** Family-oriented festivities include a cooking contest, musical entertainment, food vendors, and fun. For details, call (916) 652-7252 or visit www.loomischamber.com/loomiseggplantfestival.cfm.
- **October 1 & 2: Colfax Railroad Days.** Antique model train display, Costume Stroll, live music, documentary film, historic reenactments. For details, call (530) 346-8888.
- **October 2 - 9: 2nd Annual Lake Tahoe Restaurant Week.** A celebration of Tahoe's great cuisine and culinary talent. Three-course prix-fixe menus offered that include organic, seasonal, and local ingredients, served at Tahoe's charming and historic eateries and bistros. For details visit www.tahoerestaurantweek.com or call (530) 525-1164.
- **October 15: Auburn Community Festival:** A day of fun and celebration for families. Scarecrow decorating contest, giant pumpkin weigh-off, recipe contest, costume parade, crafts, children's activities, food booths. Auburn Recreation Park, Auburn. For details, call (530) 885-8461.

November

- **November 10 & 13: Cowpoke Fall Gathering.** Well-known cowboy poets and musicians celebrate the past in stories, humor and song. At the Blue Goose Fruit Shed, Loomis. For details and tickets, call (916) 652-4480 or visit www.soplacerheritage.org.
- **November 11 - 13: 18th Annual Autumn Art Studios Tour.** Placer County artists show and demonstrate their work in dozens of locations from Roseville to Colfax. For details, call (530) 885-5670 or visit www.placerarts.org.
- **November 18 - 20: Mandarin Festival, celebrates Owaari Satsuma Mandarin oranges.** Cooking stage, recipe contest, children's activities, live entertainment, crafters, and 15 local citrus farmers. Gold Country Fairgrounds, Auburn. For details, visit www.mandarinfestival.com.
- **November 26 - December 4: Placer Theater Ballet's Nutcracker,** a lively and colorful rendition of this holiday favorite. At Placer High School Theatre, Auburn. For details, call (916) 630-7820.

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North Tahoe's West Shore Café Re-Opened & Two New Eateries Open at Tahoe City Marina

JMA Ventures, owners of the recently reopened West Shore Café & Inn opened the summer season with a deck party introducing West Shore's newly appointed executive chef, William "Rusty" Johns. Johns has worked at some of Tahoe's most recognized dining establishments, including Ristorante Montagna at the Resort at Squaw Creek, Moody's Bistro and Lounge, the private Lahontan Golf Club (as executive sous chef), and, most recently, Pinnacle Entertainment in Reno, overseeing multiple dining outlets.

"We are thrilled to have a seasoned Tahoe chef of Rusty's caliber join our team," said Todd Chapman, principal of JMA. "Not only is he an extremely talented chef, he also shares our vision of the West Short Café & Inn as the place to be for families, locals, and visitors looking for an unforgettable lakefront dining experience." Under Johns's direction, the café offers a menu of classic dishes and comfort foods that draw from the best that California has to offer – fresh, seasonal produce, seafood and meats. For details, visit www.WestShoreCafe.com or call (530) 525-5200.

Newly opened at the Tahoe City Marina are two new eateries, Double Dog Deli and the Dockside 700 Wine Bar & Grill. Double Dog bills itself as a one-stop spot for "grab and go" food and drink, offering meats and cheeses, sandwiches, salads, pasta, snacks, coffee, cold beverages, beers, and wines. Breads and rolls are baked fresh daily, and everything from pizza dough to soups and raviolis are made from scratch.

Adjacent to the deli, Dockside 700 serves breakfast and lunch every day, 8 a.m. to 4 p.m., and in the evenings offers a wine and cheese service, which will soon be expanded to a full dining menu. Wednesday is "party night" at Dockside, featuring Happy Hour pricing. Double Dog Deli and Dockside 700 are located at 700 N. Lake Blvd., Tahoe City. For details, call (530) 581-0303.

from articles in the Sierra Sun



William Johns, Executive Chef

Frosting on the Cakery

A new Tahoe City Bakery is sweetly successful

Organic baker Allison Sayles established Sugar Pine Cakery in Tahoe City in 2010 with the encouragement of family and friends. At first Sayles's shop was open one day a week; now it's four and counting. The Cakery's kitchen menu includes cupcakes, muffins, cookies, croissants, scones, and bars. For weddings and special occasions, Sayles offers a dozen kinds of cake, a dozen kinds of cupcakes, and the option to design something specific, such as gluten-free or vegan baked goods. "I strive to provide baked goods made with the best quality ingredients I can get, using local fruit and other products from the farmers market," Sayles said. Growing up surrounded by a large Portuguese family, including mothers and grandmothers who loved to bake and cook, Sayles developed a strong love for baking sweets. She started baking professionally at age 19 and attended New England Culinary Institute where she refined her baking skills.

Back in Tahoe, Sayles worked at the Resort at Squaw Creek and then, starting in 1995, for 14 years, at Fiamma Cucina Rustica, an Italian restaurant in Tahoe City.

"I moved into a commercial kitchen that a good friend and former colleague had already built in Lake Forest and started purchasing my equipment one piece at a time when I could afford them," Sayles said. "In order to make my rent, I decided to apply for a booth at the Tahoe City Farmers Market, a long time dream of mine. I figured that selling cupcakes and other treats there would not only pay the rent but also get the word out about my wedding cake business."

Sure enough, when the market season ended, local people started asking where they could get Sayles's baked goods, and she decided to open her kitchen to the public. "I think what sets me apart is the specialty baking I do," Sayles explained. "When a gluten-free child comes into the shop and gets to have a cupcake, that makes my day! Also, the grain-free, refined-sugar-free products put a lot of smiles on people's faces."

Sugar Pine Cakery is located at 2923 Lake Forest Rd., Tahoe City. Hours are 7 a.m. to 3 p.m., Wed - Sat. For details, call (530) 363-3076 or visit www.sugarpinecakery.com.





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For more information about mPOWER Placer, please visit www.mpowerplacer.org, email us at mpower@placer.ca.gov or call us at (530) 745-3590.



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